

2017 Regular Session

SENATE RESOLUTION NO. 42

BY SENATOR LAFLEUR

SENATE. Designates Monday, April 24, 2017, as Tourism Day at the state capitol.

A RESOLUTION

To designate Monday, April 24, 2017, as Tourism Day at the state capitol.

WHEREAS, 2016 was the fifth consecutive record-breaking year in tourism with 46.7 million people visiting Louisiana, representing a 2.57 percent increase over 2015 visitors; and

WHEREAS, 2016 visitor spending totaled \$16.8 billion, a 4.3 percent increase over the previous year's spending with individual visitors spending an average of \$360 apiece; and

WHEREAS, for every one dollar spent promoting tourism in Louisiana, the state sees a return of forty dollars in tax revenue; and

WHEREAS, visitor expenditures statewide tend to be nearly one third in restaurants and bars, and lodging at nearly one quarter of the expenditures; and

WHEREAS, a major aspect of these expenditures is that they represent significant employment for Louisianians with over two hundred thirty thousand workers employed in direct or indirect tourism jobs in 2016 and when compared to regular government segments, tourism employment ranks fourth in the number of jobs created, with approximately every seventy-two thousand dollars of visitor expenditures creating one direct job; and

WHEREAS, key tourism indicators including tourism employment, airport passenger

1 activity, and hotel and convention room nights all have increased significantly and the  
2 substantial growth is continuing through this decade; and

3 WHEREAS, no state general funds are appropriated for tourism as it is totally funded  
4 by a dedication of three one-hundredths of a cent of sales tax for statewide expenses; and

5 WHEREAS, the funds generated by this dedication have been and continue to be  
6 used by the Louisiana office of tourism to promote tourism in our state, and as a result they  
7 create enormous economic impact; and

8 WHEREAS, with the growth in travel and tourism in Louisiana resulting in an  
9 increasing economic impact on the state's economy, this sector has contributed significantly  
10 to the restoration and rebirth of the state following several years of both natural and  
11 manmade disasters devastating the state.

12 THEREFORE, BE IT RESOLVED that the Senate of the Legislature of Louisiana  
13 does hereby designate Monday, April 24, 2017, as Tourism Day at the state capitol and does  
14 hereby express appreciation and support for the fine work of the Louisiana office of tourism  
15 and its mission to bring visitors to Louisiana and provide ambassadorial and financial  
16 benefits to the state.

17 BE IT FURTHER RESOLVED that a copy of this Resolution be transmitted to the  
18 assistant secretary of tourism in the Department of Culture, Recreation and Tourism.

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The original instrument and the following digest, which constitutes no part  
of the legislative instrument, were prepared by Mary Dozier O'Brien.

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DIGEST

SR 42 Original                      2017 Regular Session                      LaFleur

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